

# **RJ REYNOLDS**

TOBACCO COMPANY

June 17, 1997

S. MacLeod

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**SALEM TEAR TAPE PROMOTION #701147: McLANE NE (#375878)**

Dear Stephen:

As information, our Region has experienced the following problems with the execution of the *Salem Tear Tape* promotion for McLane NE as a result of outside Region commitments:

1. Chain commitments made by outside Regions that 'fell off' this Promotion (amounting to 600+ cartons per brand style).
2. Store lists that did not include McLane NE supplier numbers. Without the McLane NE supplier number, McLane will not ship to those stores. This results in residual product.
3. One Region allocated product (@119 cartons per brand style) to McLane NE for a chain they were not responsible for, nor had stores located within their Region (?). Responsible Region also allocated product for this chain (@ 27 cartons per brand style). *Resulting in an additional excess of 119 cartons.*
4. Missing Chain Authorizations.

As a result of these outside Region miscommunications, I have been unable to order this promotion for McLane to date, and currently, need an allocation of 68 cases per brand style, although our actual McLane NE allocation is 99 cases per brand style.

Should these 31 extra cases per brand style be 'moved' to the Regions responsible for commitments?

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

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